

Public Information Notice Proposal

The purpose of the Public Information Notice (PIN) program is to provide regular updates to the public, stakeholders, and media in a Commission-approved and CJC-compliant way. By having defined templates for public information notices related to public hearings, merits hearings, and allowable ex parte briefings, the PSC is able to automate the public information process and streamline our outreach.

Initially developed in November/December of 2021, the PIN program will be analyzed and adapted to suit the Commission's needs and incorporate feedback from the Public Information Working Group (PIWG) who receive the initial round of PINs. Our goal is to produce a replicable and dependable product that can be quickly sent out after the scheduling of a public hearing, merits hearing, or allowable ex parte briefing and to train the media and the public to expect these communications. Consider this a kind of outreach that opens up the PSC scheduling process to the layperson or the non-industry professional and allows us to establish a better-informed and responsive relationship with our media and ratepayer communities.

As a member of the Public Information Working Group (PIWG), you will be expected to provide feedback on our initial strategy and template documents and meet to discuss our plans and policies. Your input will be incorporated into the Public Information Officer's ongoing work and the agency's outreach goals of growing our reach, improving the public's understanding of the PSC's mission and scope, and fostering consumer skills in our utility ratepayers.

Workflow of PINs:

- PIN-relevant event scheduled at Commission Business Meeting (Thursday at 2 p.m.)
- Draft produced by COB Thursday and sent to approval contacts 4 weeks before the event (if timeline allows)
- Draft approved by COB Friday following any edits as requested by approval team 3 weeks before the event
- PIN sent to media contacts and posted on Commission websites by COB Monday 2 weeks before the event
- All PINS must be published in the corresponding docket or in a non-docketed item in DMS and served.
(Workflow—sent by Public Information Officer to Clerk's Office staff for posting/serving same day as media contacts/posting on Commission website stage)
- Public Information Officer will archive PINs and report to PIWG Chair and the Chief Clerk/Executive Director

Initial Timeline:

- End of December 2021—draft and approve templates for public information notices (public hearings, merits hearings, and allowable ex parte briefings)
- January 10th, 2022—review templates and strategy documents with the Public Information Working Group
- Mid-February—present final drafts of templates and organizing/strategy documents to the PSC Advisory Committee for feedback
- February—present the public information notice plan at a Commission Business Meeting
- February—if approved by the Commission, begin issuing PIN

Updated January 10, 2022